

# V.I.P. CONNECTION

THE LATEST, GREATEST JACKSON TOURISM NEWS FOR OUR VISITOR INDUSTRY PARTNERS

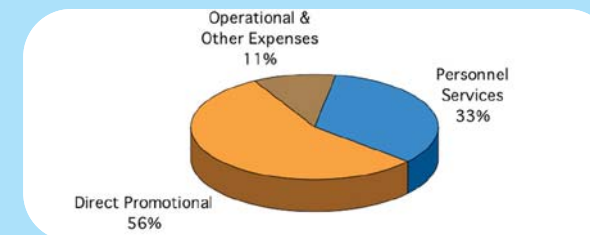
## ANNUAL REPORT FY 2007

### MISSION STATEMENT

The mission of the Jackson Convention & Visitors Bureau is to attract, promote, and facilitate tourism to and with our market, the city of Jackson.

### FINANCIAL CHART

FY 2007 BUDGET, version 03.2007



### GOAL

The overall goal of the Jackson Convention & Visitors Bureau is to cause major economic impact for Jackson through programs designed to identify, attract, and service conventions and meetings, tradeshows, group tours, and consumer travelers, while impacting the quality of life of local citizens.

**55.65% Direct Promotional (45.9%\*)**  
**33.47% Personnel Services (38.40%\*)**  
**10.87% Operational & Other Expenses (15.4%\*)**

\* Destination Marketing Association International (DMAI) Industry Average

### FY 07 MAJOR FOCUS

The Jackson Convention & Visitors Bureau will continue to lead the visitor industry in 2007 in strengthening our tourism product and in developing Jackson's long-term tourism strategy.

As part of this effort, the Bureau will continue to participate in and support the convention center commission in the construction, pre-opening and opening phases of the project, coupled with aggressive marketing and sales efforts.

JCVB will also work with MTA to effect hotel facility upgrades and the creation of a hotel standards/rating program for Mississippi, and will open and operate the Jackson Visitor Information Center in downtown Jackson.

We will also continue to be involved in economic development projects and provide destination marketing expertise as a support mechanism.



Jackson's 2007 Hometown Hero and SUMMIT Award Winners join JCVB President Wanda Collier-Wilson (front row, fourth from right).

### SALES

- Continue working with JPD and TOPS to promote safety
- Increase business through out of state sales efforts, tradeshow participation and other relevant activities
- Conduct e-mail blasts & direct mail campaigns
- Continue to promote convention center to meeting planners
- Provide group services to ensure success of events, tours & meetings
- Increase leads & bookings by 8 percent (actual increase was 13%)
- Capitalize on partnerships with industry, state and other CVBs

### MARKETING, ADVERTISING & PROMOTIONS

- Enhance website content and navigation
- Redesign advertising for newly-targeted market segments
- Cultivate and promote cultural heritage products unique to Jackson
- Develop annual summer promotional campaign
- Continue sports markets development
- Continue TOPS program

#### BOARD OF DIRECTORS

Robert Gibbs, Chairman/Arts Community  
Ken Crotwell, Treasurer/Restaurant Association  
Juanita Doty, Secretary/Education Community  
John Hardy/Member-At-Large  
Gaines Sturdivant/Hotel Association  
Jay Schimmel/Restaurant Association  
LeRoy Walker, Jr./Business Community  
Marcia Weaver/Hotel Association  
Beau Whittington/Attractions Community

#### STAFF

Wanda Collier-Wilson, President/CEO  
Gina Aswell, Marketing Coordinator  
Judy Bardin, Convention Sales Manager  
Christine Blackmon-McInnis, Services Director  
Brenda Brewer, Sales Coordinator  
Jennifer Chance, Vice President of Finance & Administration  
Tina Collier, Office Manager  
Mary Current, Group Tour Manager  
Tenina Davenport, Visitor Information Specialist  
Lynn Entreklin, Operations Supervisor, MS TelCom Center  
LaGina Fisher, Special Projects Manager  
Mara Hartmann, Communications & Public Relations Manager  
Shun Hatten, Vice President—Sales  
Jamye Horton, Services Coordinator  
Lacey Jennings, Convention Sales Manager  
Bobby Jones, Maintenance Crew, MS TelCom Center  
Linda Mann, Vice President—Marketing  
Linda McCarthy, General Manager, MS TelCom Center  
Cherre Miller, Events Manager, MS TelCom Center  
Dennis T. Owens, Jr., Operations Crew, MS TelCom Center  
Sherri Ratliff, Convention Sales Manager  
Rickey Thigpen, Executive Vice President  
Constanza Thornton, Convention Sales Manager  
Floyd Williams, Jr., Director of Tradeshows & National Accounts

## MARKETING DEPARTMENT - FY 2007 REVIEW

### ADVERTISING & MARKETING EFFORTS

- Advertised in 19 consumer publications/web sites, 13 conventions & meetings publications, and 11 group tour publications/websites.
- Responded to 172 media inquiries from trade and consumer publications, newspapers, Internet and broadcast media, a 73% increase resulting in more than \$2.8 million in publicity
- Hosted 5 travel writers.
- Participated in 1 travel writer conference, 1 travel writer tradeshow, 3 public relations conferences, the annual Governor's Conference on Tourism, Southeast Tourism Society's Spring Meeting, Southeast Tourism Society Marketing College
- Continued weekly tourism radio show and developed homepage on station's web site to complement it

### ADVERTISING & MARKETING RESULTS

- Received 1,074,028 inquiries
- More than 660 media stories, including out-of-state outlets such as:
  - Nick, Jr. Magazine*
  - Southern Living*
  - Continental Airlines Magazine*
  - AAA Southern Traveler*
  - Convention South*
  - Corporate Meetings & Incentives*
  - Small Market Meetings*
  - SoulofAmerica.com*
  - Y'all Magazine*
  - Black Meetings & Tourism*
  - Destination Showcase*
  - Bus Tours Magazine*
  - Meetings South*
  - Sports Business Journal*
  - Art & Antiques*
  - Ottowell Productions (Canada)*
  - Frommer's Travel Website*
  - Pathfinders*
  - Leisure Group Travel*
  - Daily Journal of Commerce*
  - Inflight Media*
  - Pensacola News Journal*
  - WWL-Radio*
  - Commercial Appeal*

### ACHIEVEMENTS

The CVB's Marketing Department initiated several new efforts in FY 2007, including:

- Launched "City With Soul" branding campaign
- Expanded "Jingle Bell Jackson" holiday campaign
- Created new group tour campaign
- Created new, comprehensive Jackson Restaurant Guide
- Updated collateral materials and introduced new Visitor Center brochure
- Created new Bureau education program, "Destination Lunch"
- Prepared, submitted proposal to the site selection committee for the National Civil Rights Museum

### SPECIAL PROJECTS

The Jackson CVB conducted several projects and programs to enhance tourism.

- National Tourism Week/See America Week events and city tours
- Visitor Industry Partner Hospitality Training workshops and presentations
- Miss Hospitality Competition
- Hometown Hero / SUMMIT Awards Program
- Chicago Blues Fest promotion with State of Mississippi
- Mississippi Blues Trail Marker unveiling



JCVB Staff took part in a Jackson Zoo beautification project during the launch of National Tourism Week.

### AWARDS & RECOGNITION

The Jackson CVB's awards nominating and recognition program resulted in 15 awards, including:

- Jackson Zoo was named State Travel Attraction of the Year by the Mississippi Tourism Association's Governor's Conference on Tourism
- 5 Jackson events named to Southeastern Tourism Society's "Top 20 Events"
- Jackson CVB received 4 awards from the Southern Public Relations Federation's Lantern Awards competition and 4 awards from the Public Relation Association of Mississippi's PRism Awards competition

Some other awards bestowed upon the Jackson CVB and its Visitor Industry Partners include:

- JCVB President & CEO Wanda Collier-Wilson was named one of Mississippi's "50 Leading Business Women"
- JCVB won a Reader's Choice award from *Convention South*
- JCVB staff won a Pinnacle Award from readers of *Successful Meetings*

## SALES DEPARTMENT - FY 2007 REVIEW

### BUSINESS BOOKED

The CVB booked **125 conventions** representing \$46.4 million. The following is a sample of groups coming to Jackson over the next few years:

- Jack & Jill of America, Inc.
- USSSA Black World Slow Pitch Tournament
- Mississippi Educational Computing Association
- Mississippi Funeral Directors & Morticians
- Watchtower Bible Tract
- Sigma Gamma Rho Sorority, Inc.
- Mississippi Department of Rehabilitative Services
- National Society of Black Engineers Southern Regional
- National Black Caucus of State Legislators

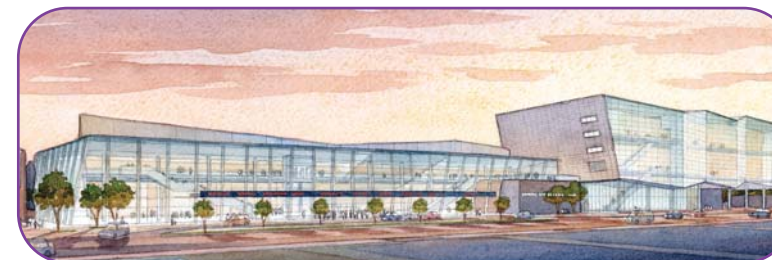
### SIGNIFICANT BID PRESENTATIONS

- Imperial Grand Council of the Ancient Arabic
- National Amateur Baseball Federation
- National Blacks in Government
- National Association of African American Honors
- Mississippi Baseball Club

### CONVENTIONS, MEETINGS & GROUP TOURS

The CVB's sales team utilizes several tools to secure conventions, meetings, and group tours for Jackson and to increase attendance at these events. They include:

- Tradeshow
- Bid Presentations
- Sales Blitzes
- Site Visits
- Familiarization Tours
- Attendance Promotions
- Leads



The Jackson Convention Complex is slated to open in January 2009.

### NATIONAL & REGIONAL TRADE SHOWS

- Alabama Motorcoach Association--25 prospects
- American Bus Association--36 prospects
- ASAE (American Society of Association Executives)
- American Softball Association
- Bank Travel Marketplace--38 prospects
- Glamer--Natchez Trace Compact
- HSMAI-Affordable Meetings Exposition (Hospitality Sales & Marketing Association)
- Mississippi Business & Technology Expo
- MSAE (Mississippi Society of Association Executives)
- National Coalition of Black Meeting Planners--45 prospects
- National Tour Association--28 prospects
- RCMA (Religious Conference Management Association)
- Travel South USA--42 prospects

### SALES ACTIVITIES FISCAL YEAR 2007

- Booked **125 conventions** with an economic impact of \$46.4 million
- Serviced **321 groups** with an anticipated economic impact of \$96.3 million
- Greeted & Serviced **21 group tours** in the city
- Booked **51 tours**
- Attended **8 trade shows**
- Attended **5 group tour shows**
- Conducted **2 out-of-state sales blitzes** to Memphis and Birmingham, Ala.
- Conducted **4 in-state sales blitzes** to Vicksburg, the Delta area and locally
- Generated more than **163 leads** for future business
- Hosted four meeting planner receptions at local hotels